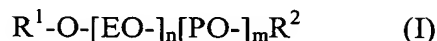


### Claims

1. The use of ether alcohols of the general formula (I)



where

$R^1$  is  $C_{1-4}$ -alkyl,

$R^2$  is hydrogen or  $C_{1-4}$ -alkyl,

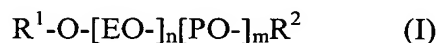
$n$  is on average 7 to 50,

$m$  is on average 0 to  $n/2$

EO, PO are basic building blocks derived from ethylene oxide and propylene oxide, which may be present in any order if both basic building blocks are present,

as solvents, solubility promoters or dispersion auxiliaries for organic compounds which are insoluble or insufficiently soluble in lipophilic and hydrophilic media, and as dispersion auxiliaries or continuous phase for (micro)pigment dispersions.

2. A solution of organic compounds which are insoluble or insufficiently soluble in lipophilic and hydrophilic media in ether alcohols of the general formula (I)



where

$R^1$  is  $C_{1-4}$ -alkyl,

$R^2$  is hydrogen or  $C_{1-4}$ -alkyl,

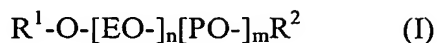
$n$  is on average 7 to 50,

$m$  is on average 0 to  $n/2$

EO, PO are basic building blocks derived from ethylene oxide and propylene oxide, which may be present in any order if both basic building blocks are present.

3. A dispersion of (micro)pigments and/or insoluble organic compounds in

ether alcohols of the general formula (I)



where

$R^1$  is  $C_{1-4}$ -alkyl,

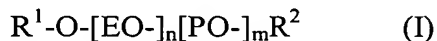
$R^2$  is hydrogen or  $C_{1-4}$ -alkyl,

$n$  is on average 7 to 50,

$m$  is on average 0 to  $n/2$

EO,PO are basic building blocks derived from ethylene oxide and propylene oxide, which may be present in any order if both basic building blocks are present.

4. The use of ether alcohols of the general formula (I)



where

$R^1$  is  $C_{1-4}$ -alkyl,

$R^2$  is hydrogen or  $C_{1-4}$ -alkyl,

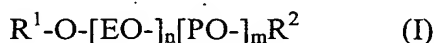
$n$  is on average 1 to 100,

$m$  is on average 0 to  $n/2$

EO,PO are basic building blocks derived from ethylene oxide and propylene oxide, which may be present if both basic building blocks are present,

as solubility promoters for introducing cosmetic and/or pharmaceutical and/or agrochemical active ingredients into polyol-in-oil emulsions or polyol-in-oil-in-water emulsions.

5. An ether alcohol/polyol-in-oil emulsion comprising at least one ether alcohol of the general formula (I)



where

$R^1$  is  $C_{1-4}$ -alkyl,

$R^2$  is hydrogen or  $C_{1-4}$ -alkyl,

$n$  is on average 1 to 100,

$m$  is on average 0 to  $n/2$

EO, PO are basic building blocks derived from ethylene oxide and propylene oxide, which may be present if both basic building blocks are present,

in an oil-immiscible ether alcohol/polyol phase, an oil phase and at least one emulsifier.

6. The emulsion as claimed in claim 5, characterized in that, in the general formula (I),  $R^1$  is  $C_{1-3}$ -alkyl,  $R^2$  is hydrogen,  $n$  is on average 2 to 70, and  $m$  is on average 0 to  $n/4$ .
7. The emulsion as claimed in claim 6, characterized in that the ether alcohol is a methanol ethoxylate with 5 to 15 ethylene oxide units.
8. The emulsion as claimed in any of claims 5 to 7, characterized in that at least 50% by weight of ether alcohol is present in the ether alcohol/polyol phase.
9. The emulsion as claimed in any of claims 5 to 8, characterized in that the ether alcohol/polyol phase comprises a cosmetic and/or pharmaceutical and/or agrochemical active ingredient dissolved in the phase.
10. A method of preparing emulsions as claimed in any of claims 5 to 9, characterized in that the ether alcohol/polyol phase and the oil phase, which may each comprise emulsifier, are heated separately to a temperature in the range from 20 to 90°C and then combined with stirring.
11. An ether alcohol/polyol-in-oil-water emulsion comprising at least one emulsion as claimed in any of claims 5 to 9 and additionally at least one aqueous phase.
12. The use of emulsions according to any of claims 5 to 9 and 11 in cosmetic and/or pharmaceutical and/or agrochemical active ingredient compositions.
13. A cosmetic and/or pharmaceutical and/or agrochemical active ingredient

composition comprising at least one emulsion as claimed in any of claims 5 to 9 and 11.

14. A sunscreen composition comprising  
10 to 80% by weight of at least one ether alcohol, as is defined in claim 5,  
5 to 50% by weight of at least one (micro)pigment,  
5 to 50% by weight of at least one organic light protection filter  
and, if appropriate, further customary ingredients, where the total weight is  
100% by weight.